

Project Benefits:

- Improved product profitability
- Enhanced competitive position

Project Characteristics:

Industry: Communications

Duration: 3 months

Wazee Group Staff: 2

Total Staff: 4

Environment:

Business Domains:

- Wholesale communications services
- IP Telephony (VOIP)

Functional Domains:

- Product Management
- Customer Support
- Telephone Number Management
- Trunk Group Inventory Management

Technologies/Systems:

- J2EE
- BEA WebLogic 7.0
- Oracle
- Active Directory Service (WebLogic integration)
- LERG (Local Exchange Routing Guide)
- Trunk group database (proprietary)
- Softswitch routing

Wazee Group, LLC

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Increased Profit Margin from VOIP Route Manager Application

“Their strength is their staff. Knowledgeable and hard-working, we were able to meet the business need in record time.”

- Wazee Group Client

Summary

Wazee Group helped a communications infrastructure provider increase their wholesale voice termination profit margins. Communications industry competitive pressures dictated that the client address the complexities of an increasingly granular call routing strategy that could only be addressed via an automated solution. Wazee Group developed and deployed a custom application that enabled the client’s personnel to define more detailed routing policies, implement policy-compliant routes within their switching infrastructure, and manage call quality through temporary re-routing capabilities without unnecessarily sacrificing profits.

Problem Specifics

Wazee Group’s client identified a need to increase wholesale voice termination margins within just over one business quarter. In providing this service, the client accepts other carrier’s voice calls and routes these calls to their destination for a per-minute fee. After traveling onto the client’s network, these calls reach their final destination via agreements with third party local access carriers for which the client pays a per minute fee. The profit margin for this service is driven by an ability to route each call to the optimum local access provider in terms of price and service quality.

Achieving this optimum routing required the client to manage dialed numbers at a much greater level of detail - - routing based on the first seven dialed number digits, versus the first three. In pursuing this more granular routing strategy, the client faced challenges that prevented a manual solution:

- **Detailed dialed number data is too large to manage manually.** The client needed to go from manually managing 321 destinations, to automated management of 260,000 destinations.
- **Dialed number data is too dynamic.** On a regular basis, destination numbers are added, removed, or split across new area codes. Inaccurate numbers translate to lost revenue and service penalties.
- **Supporting service levels via quality-driven rerouting is too difficult.** The client has no control over the third-party local access carrier that completes each call; however, they are responsible for meeting end-to-end service level agreements. This necessitates the ability to quickly route around third party network problems without unnecessarily compromising profit margins.

Solution Delivered

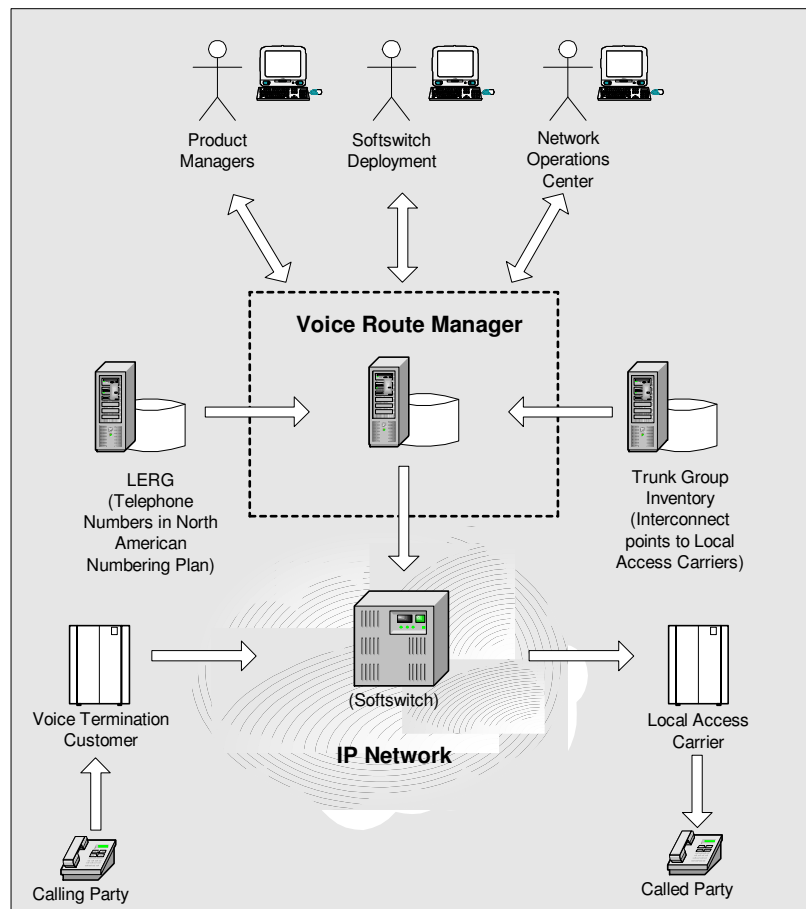
Wazee Group developed and deployed a custom application that supported the integrated work of the client's various stakeholders. The VOIP route manager application:

- Enables product managers to set routing policies based on local access carrier agreements they negotiate.
- Enables softswitch deployment personnel to configure specific, policy-compliant routing.
- Provides network operations center personnel the flexibility to route around third party network issues with greater specificity, while maintaining product manager visibility to these policy exceptions.

Multiple user groups utilize the application to set route policy, define explicit routes, and temporarily route-around third-party network problems.

The application obtains data from and tracks updates within external applications.

The application loads explicit routes in the client's softswitch that direct incoming customer calls to the optimum local access carrier for call completion.



Benefits Achieved

The solution directly addressed the immediate business objectives. **The enhanced routing control immediately increased product margins** from an improved ability to take advantage of more specific third-party, local access carrier agreements. It provided the client with the ability to manage and control a significantly greater number of routes, and to effectively manage temporary, quality-driven rerouting among their 260,000 destinations without unnecessarily compromising profit margins.

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